

**PROCEEDINGS OF THE BROWN COUNTY  
EDUCATION & RECREATION COMMITTEE**

Pursuant to Section 19.84 Wis. Stats., a regular meeting of the **Brown County Education & Recreation Committee** was held on Thursday, October 3, 2013 at the NEW Zoo, 4418 Reforestation Road, Suamico, Wisconsin.

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**Present:** Chair Vander Leest, Supervisor Campbell, Supervisor Hoyer, Supervisor Van Dyck, Supervisor Katers  
**Also Present:** Doug Hartman, Brent Miller, Supervisor Landwehr, Scott Anthes, Lynn Stainbrook, Kathy Pletcher, Neil Anderson, Mr. and Mrs. Krawczyk

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**I. Call to Order.**

The meeting was called to order by Chair Vander Leest at 5:49 p.m.

**II. Approve/Modify Agenda.**

Supervisor Van Dyck suggested modifying the agenda to move Item 20 after comments from the public.

**Motion made by Supervisor Hoyer, seconded by Supervisor Campbell to approve as modified. Vote taken. MOTION CARRIED UNANIMOUSLY**

**III. Approve/Modify Minutes of September 5, 2013.**

**Motion made by Supervisor Hoyer, seconded by Supervisor Campbell to approve. Vote taken. MOTION CARRIED UNANIMOUSLY**

**Comments from the Public None.**

1. Review minutes of:
  - a. Library Board (August 15, 2013).

**Motion made by Supervisor Van Dyck, seconded by Supervisor Campbell to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY**

**Museum**

2. Budget Status Financial Report for August, 2013.

**Motion made by Supervisor Campbell, seconded by Supervisor Hoyer to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY**

3. Neville Public Museum Attendance and Admissions for August, 2013.

**Motion made by Supervisor Van Dyck, seconded by Supervisor Katers to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY**

4. Neville Public Museum Attendance – 5 Year Span.

**Motion made by Supervisor Hoyer, seconded by Supervisor Van Dyck to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY**

**5. Sales Report.**

**Motion made by Supervisor Van Dyck, seconded by Supervisor Campbell to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY**

**6. Director's Report.**

A Director's Report, a copy of which is attached, was provided to the Committee at the meeting.

**Motion made by Supervisor Hoyer, seconded by Supervisor Campbell to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY**

**Golf Course**

**7. Budget Status Financial Report for August, 2013.**

**Motion made by Supervisor Van Dyck, seconded by Supervisor Katers to hold for one month. Vote taken. MOTION CARRIED UNANIMOUSLY**

**8. Discussion to approve the Golf Course to move forward with putting its extra land up for sale.**

Golf Course Superintendent Scott Anthes drew the Committee's attention to the appraisal he had mailed out earlier. He stated that if the golf course has no use for the land they should proceed to look for a buyer for the parcel which is 79.5 acres. The clubhouse sits on a part of this parcel so obviously that piece would not be sold. Another portion of the acreage is used for dump piles and that area could be resurveyed and that chunk of land kept by the golf course. Anthes would propose selling about 70 acres in all. He continued that he had spoken with Corporation Counsel who will assist with the legal work for sale of the land but of course will not market or list the property. This property has been appraised at approximately \$9,000 per acre and the most likely purchaser would be the Oneida Tribe of Indians. Anthes noted that the majority of the land is wetlands, with the exception of 20 acres that is farmable. One thing that has been brought to Anthes's attention is that there is a town road that comes off the highway and goes across the old railroad bed and into the back because there used to be a quarry back there. There is also a small parcel that is not owned by the golf course of about  $\frac{3}{4}$  acres and Anthes does not know who owns that portion.

Vander Leest noted that there would be a public notification process that Corporation Counsel would have to go through to be able to sell the land. A real estate agent would not be used which would avoid a commission. Hoyer asked who would receive the proceeds of sale and Vander Leest informed that proceeds would go to the golf course. The Committee is aware of revenues at the golf course being down this year and some of the sale proceeds could be used to pay the monies that are due to the general fund and the excess could be used to create some kind of future savings account to be used if times are tough again or there are projects that the golf course wishes to do.

Anthes wished to add that if this property is sold they would not be able to do anything in the future for additional parking or a driving range or anything of that nature. Van Dyck asked if there would be County staff available to resurvey the property and it was indicated that the County does have a survey crew on staff.

Supervisor Landwehr stated that he had done some research, including speaking with the Register of Deeds, and he noted that there is an issue regarding the old railroad bed referenced earlier in that it is currently owned by the Oneida Tribe and the County does not have an easement across that. This creates an issue down the road potentially that if there were ever wishes by the Tribe to shut down the current entrance, they could do so. Anthes responded that they used to pay a crossing fee of about \$300 a year but he thought that was to maintain the crossing. Landwehr continued that he is for selling the land, but he felt that this easement issue needs to be settled first. Landwehr felt the worst case scenario was that we could enter through the town road and then into the lower parking lot, but once that gets sold off, we would be at the mercy of crossing the railroad bed. Landwehr also referenced the parcel of property on which the old house sits. He felt that these legal issues need to be addressed before moving forward with the sale of the property. Vander Leest felt that these issues can be worked on and this could be brought back at the October 22 meeting.

**Motion made by Supervisor Campbell, seconded by Supervisor Van Dyck to refer to Corporation Counsel re: easement issue and complete survey of areas noted by Scott Anthes that would be sold and to work with the owner of parcel HB-1424-2. Vote taken. MOTION CARRIED UNANIMOUSLY**

**9. Superintendent's Report.**

Anthes provided the Committee with a copy of a memo that had been posted around the golf course at the request of Chair Vander Leest which explains the projects going on at the golf course. A copy of this letter is attached. Anthes also stated that the current project is going very well and is moving along on schedule. Since the last meeting they have seeded the nursery. This will provide sod in the future if there are issues with the greens. Greens are being mowed with the Triplex mowers and are being mowed down slowly. Supervisor Katers asked why the mowing is so regimented at this point and why the grass is not left a little longer for the season. Anthes explained that the grass fills in better and faster at a lower height. Van Dyck asked if the greens will be covered this year and Anthes replied that they will be covered this year but not in future years. Players are still golfing on the temporary greens and they are very nice and Anthes has received several compliments on them. Prices remain at \$9.00 for nine holes and \$18.00 for 18 holes.

Anthes also provided an update on the creek project and noted that sub air aerator is not working properly. This has been removed and will be replaced next spring. Anthes also noted that the area under the bridge will be reinforced to stop any more erosion and this will be done sometime this winter.

Anthes also wished to point out that their mechanic quit in June and they have not filled the position. As a result, the golf course payroll is down and they are saving as much as they can.

**Motion made by Supervisor Van Dyck, seconded by Supervisor Hoyer to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY**

**Library**

**10. Budget Status Financial Report for July and August, 2013.**

**Motion made by Supervisor Hoyer, seconded by Supervisor Campbell to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY**

**11. Library Report for August, 2013.**

Library Director Lynn Stainbrook distributed the Library's mission statement to the Committee, a copy of which is attached. The Library Board has a new mission which is to provide trusted information and resources to connect people, ideas and community. Along with this are four priorities which were drawn from the United Way life study. These priorities are to enhance education, support economic development, provide a third place to engage the community and foster cultural and diversity awareness. A number of goals which are based on these priorities are also contained on the handout.

Stainbrook also provided the Committee with a handout regarding the results of the Brown County Library Summer Reading Program Opinions Survey of 2013. A copy of this is attached hereto. Stainbrook noted the importance of children reading over the summer to maintain their ability and she noted that statistically almost 25% of third graders in Brown County do not read at the proficient level. She stated that the summer reading program does make a difference and the majority of the children who take part on the program either maintain or increase their reading level. Stainbrook went over some of the comments and findings contained in the handout regarding the summer reading program survey. She noted that about 10% of the surveys that were handed out were returned and she was very happy with this result.

Stainbrook also stated that they are working on a grant application to do an early literacy challenge in the area. They are also working with a TV station on a program called 1,000 Books Before Kindergarten. She also noted that they could use more staff in the children's area and informed that they do not have a children's librarian at every branch. Vander Leest asked if they have any ideas for reorganizing their table of organization and Stainbrook stated that they look at this every time a staff member leaves. They have ideas of what they would do if they had more money.

Stainbrook also provided a report on behalf of Doug Marsh who was not able to attend the meeting. The arc flash study at the Central Library has been completed and there is a little work that needs to be done, but not much. With regard to the elevator project, Stainbrook noted that they are still 2 ½ days behind but this delay is not getting any worse. She also noted that the cooling tower at the old Mental Health Department has been looked at and it is in fine condition.

**Motion made by Supervisor Campbell, seconded by Supervisor Hoyer to receive and place on file Items 11 & 12. Vote taken. MOTION CARRIED UNANIMOUSLY**

**12. Director's Report.**

Stainbrook stated that the Director's Report had been rolled into the Library Report above.

*See action at Number 11.*

**Park Management & NEW Zoo**

**13. Parks Budget Status Financial Report for August, 2013.**

**Motion made by Supervisor Van Dyck, seconded by Supervisor Katers to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY**

**14. Parks Division - Assistant Director's Report.**

Assistant Park Director Doug Hartman stated that they will be taking items such as boats, campers, motorcycles and vintage cars in at the Fairgrounds for winter storage beginning October 14 and this will continue until October 16 or until space is filled and he noted that usually the buildings are filled by the end of the first day. This is on a first come first served basis and storage prices vary depending on the item being stored. This brings in roughly \$35,000 for the winter.

Hartman continued that they are in the process of making 360 degree virtual tours of different areas in different parks. They will be doing this for all of the shelters to make it easier for the public to see what they are getting when they rent a facility or wish to visit a facility.

**Motion made by Supervisor Van Dyck, seconded by Supervisor Katers to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY**

**15. NEW Zoo Budget Status Financial Report for August, 2013.**

**Motion made by Supervisor Hoyer, seconded by Supervisor Campbell to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY**

**16. Zoo Monthly Activity Report for September, 2013.**

Zoo Director Neil Anderson passed out updated numbers to the Committee, copies of which are attached. He noted that numbers for September were up from the numbers of the previous year. He noted that they had Senior Citizen Day recently and the attendance at that event was nearly double what it was last year. They have also had several birthday parties at the Zoo and now they are getting requests to have baby showers, wedding showers and other events out there. Gift shop numbers are also up slightly from the previous year, however, concession numbers are slightly down. Anderson noted that they are looking to track at about \$242,000 for the year.

**Motion made by Supervisor Campbell, seconded by Supervisor Katers to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY**

**17. Zoo Animal Collection Report for September, 2013.**

Anderson stated the fencing in the Children's Zoo area has been installed and is made out of recycled plastic and looks very nice. They will be moving the deer back into the exhibit next week. He also noted their curator recently picked up a blue dyker from the Kansas City Zoo and Anderson encouraged the Committee to go see him if they had the chance. He is currently on exhibit and doing well. He also mentioned that the curator will be leaving next week for North Carolina to pick up a red wolf. Anderson also noted at this time of year they are busy moving

animals into their winter habitats indoors. Katers wanted to know who pays for new animals when they are acquired. Anderson responded that the Zoo Society pays for some, some are budgeted and some are purchased with donations. Vander Leest also noted that the Zoo is an enterprise fund.

**Motion made by Supervisor Hoyer, seconded by Supervisor Van Dyck to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY**

**18. Zoo Director's Report.**

Anderson introduced Angela Kawski to the Committee. Angela is the education and volunteer coordinator. Anderson stated that many things, including Zoo Boo, could not be done without Angela's work. She reported on the volunteer report that was provided to the Committee, a copy of which is attached. As far as programs go, both onsite and off site they have been very busy with things such as the Zoo Mobile and she noted that they made \$1,000 on the Zoo Mobile this year as compared to \$200 last year. She also reported on onsite programs such as a Zoo Tots program for toddlers which has been very successful.

Kawski continued that they have three interns for the fall semester, one of whom is working on digital media. The other thing that was popular was their Pelican Feeding tickets and this program is conducted by the interns. She also noted that the Otter Chats have ended for the season but were also very popular. Kawski also spoke of a relationship they have with the Ramada Hotel where guests can purchase tickets for the Zoo at the hotel and the hotel also provides a shuttle to the Zoo. She also noted that every Wednesday in October, Zesty's will be donating 10 percent of their profits to the Zoo.

Kawski concluded her report by sharing with the Committee the website with the interactive map that she is currently working on.

**Motion made by Supervisor Van Dyck, seconded by Supervisor Campbell to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY**

**Resch Centre/Arena/Shopko Hall** - No agenda items

**Other**

Chair Vander Leest thanked the Zoo staff for hosting the meeting and he also thanked Mr. and Mr. Krawczyk for all the work they have done for the Zoo.

**19. Audit of bills.**

**Motion made by Supervisor Campbell, seconded by Supervisor Van Dyck to pay the bills. Vote taken. MOTION CARRIED UNANIMOUSLY**

**20. Such other matters as authorized by law.**

- a. Discussion regarding setting the date for the Ed & Rec Budget meeting.

A discussion was held regarding the date of the Education and Recreation Committee budget meeting and a date of October 23 was selected. This date was then changed to October 22, 2013 at 5:30 p.m. in Room 200 of the Northern Building.

**21. Adjourn.**

**Motion made by Supervisor Van Dyck, seconded by Supervisor Campbell to adjourn at 7:25 p.m. Vote taken. MOTION CARRIED UNANIMOUSLY**

Respectfully submitted,

Therese Giannunzio  
Recording Secretary



October 3, 2013

To: Members of the Brown County Ed & Rec Committee  
CC: Troy Streckenbach, County Executive  
From: Rolf Johnson, Director – Neville Public Museum  
Re: October 3, 2013 meeting of the Ed & Rec Committee; Museum Director's absence

Members of the Brown County Ed & Rec Committee:

Please accept my apologies for not being in-attendance at tonight's meeting of the Ed & Rec Committee. As you already know, I had to have scheduled surgery to remove a suspicious lump on my tongue yesterday, October 2<sup>nd</sup>. As a cancer survivor, this was the prudent thing to do, and the biopsy results will be given to me tomorrow. This surgery date was, unavoidably, the day before our scheduled meeting; a meeting which holds extra significance due to my recent resignation from my position with the County as the Director of the Neville Public Museum.

Although it was my hope to still attend tonight's meeting, my tongue is so swollen I cannot talk and can barely swallow; an issue compounded by the insertion of all the tubes related to my having undergone general anesthesia. I am also on some heavy pain medication (liquid so that I can get it down) which makes both driving and thinking a bit "hazardous." Luckily, I can still type. And as you know, in my years working for the county, I have never shirked nor avoided candid communications with you.

Knowing that there are many important issues to talk about, I am hoping that I can meet with you collectively at an ad hoc meeting later this month, meet with members individually, or provide written/verbal answers to questions you undoubtedly have. I also want you to know that I am working diligently with the County Executive, county and museum staff, members of the Governing Board and Foundation Board on the transition planning required when any Department Head leaves. I will also remain employed with the County until the day after the full county board meeting in November to discuss the FY 2014 budget, as required.

There were a few direct questions asked of me at the last Ed & Rec Committee meeting which I can answer here.

- I am anticipating, given earned revenue and expense trends, a "shortfall" of @ \$20-25,000 in our FY 2013 budget, an amount significantly less than in FY 2012 (when I had to request \$90,000) and a strong indication that we are moving in the right direction vis-à-vis a more sustainable business model for the museum.
- The three, new staff members we have hired are all excellent; they are accomplished, experienced, creative, energetic and have the requisite aptitude to join an organization that is still in the midst of a challenging transition. They will all be on-board well before my departure so



that I can work with them vis-à-vis general mentoring and getting them established in their new roles at the Neville. FYI, they were all made aware of my departure before they accepted their new positions at the Neville.

- I am finalizing, with the Neville Public Museum Foundation, a very solid plan (exhibits and educational programs) for all of 2014 and early 2015, our centennial year. This includes our exciting work with the Packers Hall of Fame.
- I have been asked, and have accepted being available to lend any-and-all counsel I can during the transition period, both during and after my departure. This includes lending my experience and insight into hiring my successor, as well as being available to the new, Deputy Director when she has questions or concerns.
- I am working with administration to determine the best way to initiate the Master Planning process, recognizing that my successor will be driving this process forward into our centennial year and the big changes we all agree must occur. FYI, I believe that we will find a great individual to lead the museum, given the quality of applicants so far.

I stand ready over the next month-plus period to meet with you. I also will be available, as noted above, at the November budget meeting of the full county board. Finally, I want to thank you sincerely for the pleasure and privilege of working alongside you. I continue to believe in the museum's future and success, knowing that although I did not complete everything I set out to do, I have been able to make some of the hard, practical and strategic decisions required to continue moving the Neville forward.

Most sincerely,

Rolf "Wisconsin" Johnson

CP

Golf Course

# Brown County

897 Riverdale Drive  
Oneida, WI 54155

Scott P. Anthes

PHONE: (920) 497-1731 FAX: (920) 497-5510 WEB: [www.browncountycgc.com](http://www.browncountycgc.com)

Superintendent

September 15, 2013

Golfers,

I would like to update you on the exciting greens renovation project that is currently underway here at Brown County Golf Course.

As you may know, in June of this year we decided to renovate our deteriorating greens based on age, drainage problems and grass species issues. The project started on July 17 with a Janesville, WI contractor, Links Land LLC. First they stripped the green and the green surrounds to remove the POA annua grass. The greens were then slightly re-graded to eliminate any low areas holding water as well as any high areas on the green edges preventing water from properly draining. At this time, we also took the opportunity to create more pin locations on a few of the greens. After grading was complete, drain tile was installed to help the sub surface water drain away, and the greens were fumigated to kill any POA annua seed left in the ground. Finally, the greens were prepped and reseeded with bentgrass, while Kentucky bluegrass sod was laid around them to eliminate any remaining POA annua. These sodded areas will also act as future buffer zones between the greens and any POA annua seed left in the roughs. The project was completed on August 20.

So far we have experienced a very good take on all the greens. They are all currently being hand-mowed by staff and are filling in very nicely.

As we move closer to next year, we will start lowering the greens to get them closer to playing height while continuing to topdress with sand to help smooth out any bumps and fill in. At that time, we will also start creating the collar or 'fringe' around the green. By May of 2014, our greens should be on par and ready for the 2014 golfing season.

From all of us at Brown County Golf Course, thank you for your patience and patronage during this massive undertaking. We look forward to the 2014 golfing season.

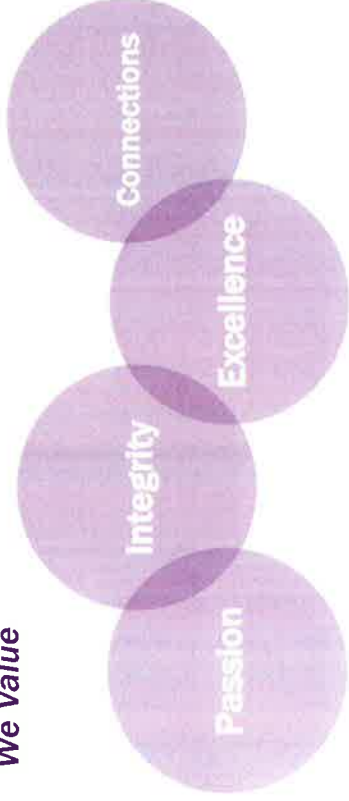
Scott Anthes  
Golf Course Superintendent



## Our Mission

Providing trusted information and resources to connect people, ideas and community.

## We Value



## Our Priorities

Enhance Education

Support Economic Development

Provide a Third Place to Engage the Community

Foster Cultural and Diversity Awareness

## Our Goals

Improve school and reading readiness for young children.

Spark interest in reading and learning for children of all ages.

Help at-risk readers maintain or improve the reading ability they build in school.

Give parents and caregivers tools and techniques for helping children succeed.

Help adults for whom English is a second language improve their communication skills.

Provide resources for adults to improve computer skills needed in the workplace.

Serve people who visit our community as tourists.

Make meeting rooms and information resources available to businesses and professionals.

Ensure that all residents know the Library provides a good return on tax and donation investment.

Provide a free, welcoming space where individuals can relax and reflect.

Provide a space where individuals can learn and share ideas in a neutral, pressure-free learning environment.

Provide space for social groups and the community at-large to engage and interact.

Ensure that all members of our community feel welcomed, valued and respected at the Library.

Model inclusiveness by learning and providing information about our diverse population.

## **DRAFT - RESULTS OF BCL SUMMER READING PROGRAM OPINION SURVEY 2013**

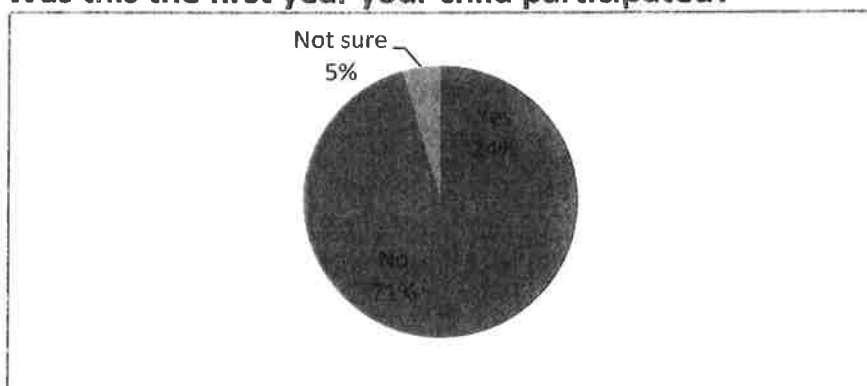
**Of the 463 adults who completed an evaluation survey, 90% agreed either “strongly” (64%) or “somewhat” (26%) that their child maintained or improved his or her reading or reading-readiness skills due to participating in Brown County Library’s Summer Reading Program.** This was a key finding from “opinion forms” created and used by the library to evaluate its 2013 Summer Reading Program for ages 0-12.

### **Notes about this evaluation tool:**

- The goal was to provide an opportunity for participants to make comments or suggestions regarding the reading program and its impact.
- This was **not** intended to be a rigorously scientific survey (which is beyond our resources). The responses reflect those who completed the survey, which may or may not reflect the opinions or experiences of a broader group.
- Two separate Opinion Forms were created: one for parents and other adults, and one for children. (Adults could help young kids fill out their survey, but the responses were to be those of the child.)
- Half-page paper forms were distributed at all Brown County Library locations, and a URL link to an online “Survey Monkey” form was also provided. *(Responses from all paper forms were later compiled using the SurveyMonkey online tool. Thank you to the Friends of the Library for funding the SurveyMonkey subscription!)*
- Library staff were asked to hand out the form (or suggest use of the online version) when kids completed the 6 hour or higher level of the Reading Program, because we were focusing on how the program might impact kids who read at more than a minimal level. (More than 90% of respondents did indicate on their form that they had completed at least 6 hours of the reading program.)
- Two of the groups underrepresented in this survey: 1) kids/parents whose primarily language is not English (we did not have a translated version available this time); 2) children who participated in the reading program as part of a summer class, childcare group, or other organization (due to the logistics of implementing the survey with large groups visiting at once and because the non-parent adult facilitating the child’s participation would be less able to reliably answer some of the questions in the survey).

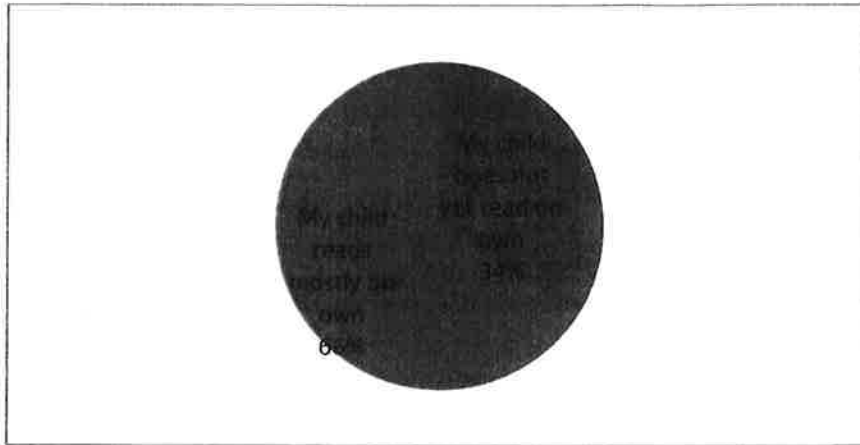
## **FINDINGS:**

### **Was this the first year your child participated?**



The chart shows Parent/Adult responses. Responses to this question from children were almost identical, percentage-wise.)

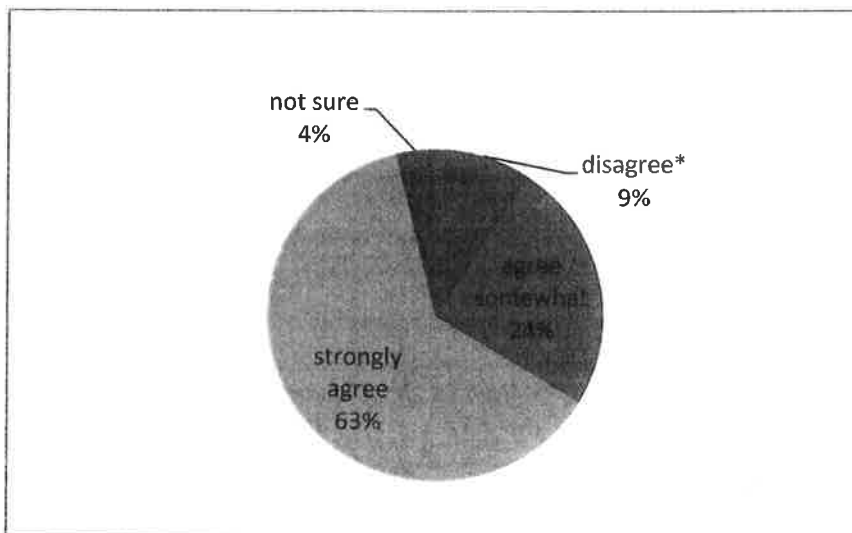
**Pre-readers versus children who can read on their own – parents chose the statement which best described their child:**



Not surprisingly, of the children completing the survey themselves, a greater percentage were older and did read mostly on their own.

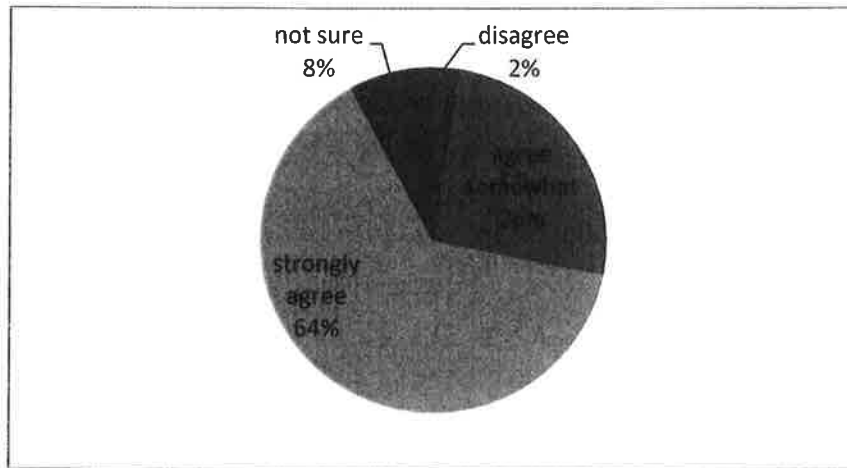
**Parents/adults were asked to agree or disagree with these statements:**

**“Due to participating in the Summer Reading Program, my child spent more time reading or looking at books on his or her own”:**

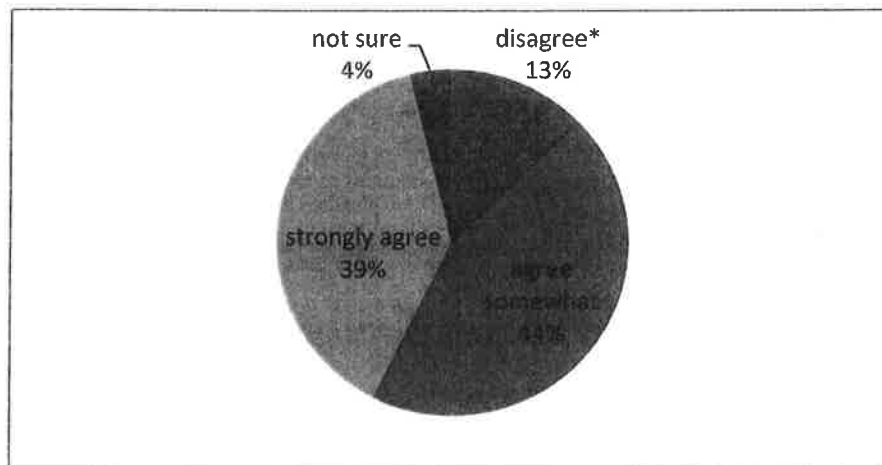


\* A common comment from the 9% who disagreed was that their child already read a lot anyway.

**“Due to participating in the Summer Reading Program, my child maintained or improved his or her reading or reading-readiness skills.”:**



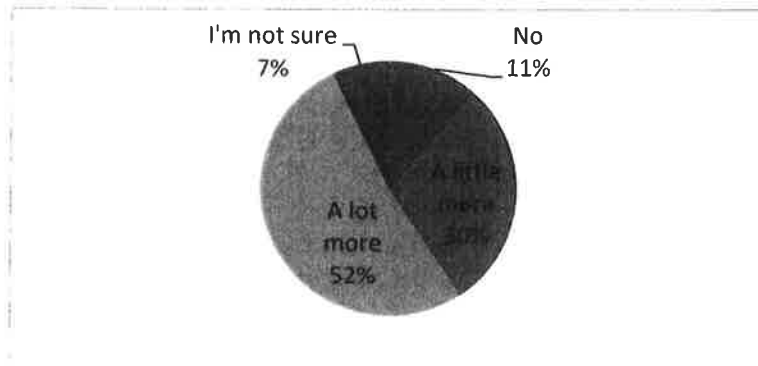
**“Due to participating in the Summer Reading Program, I spent more time reading to my child this summer.”** For the 157 children identified by the parents/adults as “not yet reading on their own,” responses were:



\* A common comment from the 13% who disagreed was that they read a lot to their child anyway.

## Children who filled out the form were asked:

**“Did the Summer Reading Program help you to read more or to spend more time looking at books this summer?”**

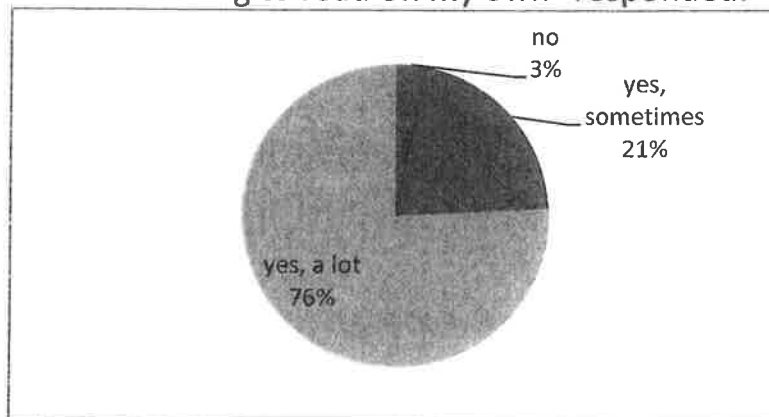


## **“What did you like best about the library’s Summer Reading Program and summer events?”**

Of the 302 responses to this open-ended question (with many kids listing more than one thing that they liked best):

- 176 cited the prizes/rewards/incentives (most responses were general, the most frequently mentioned specific prizes were the waterpark passes, free book and meal coupons)
- 94 responses related to books and reading, such as: helped me read more or read better, reading new kinds of books, lots of books to choose from, reading with mom, could read anything I wanted, checking out books, I love reading, books at storytimes, keeping track of hours spent reading, being read to, etc.

**“Does a parent or other person read to you?”** The 99 children who indicated “I am still learning to read on my own” responded:



A child may not know whether or not the reading program motivated their parent/adult to read to them, so we did not ask the question that way. However, since reading to kids is one of the best ways to help kids build language, vocabulary and reading-readiness skills, this is a practice for us to monitor and experiment with various way to measure in the future.

**Examples of comments (regarding did you read more to your child, etc.):**

I read to my son every night, but this encouraged me to read for a full 20 minutes each night instead of just one book.

My child went to the library weekly through the summer Y program. This motivated her to read books on her own and not rely on waiting for us to read to her every night.

We were able to get more advanced books for one boy, who likes to read on his own, and the one who doesn't read yet was able to get books that allowed him to learn words. Both boys participated and LOVED getting rewarded for something they love to do.

My son is a hesitant reader but the prizes as motivation helped him tremendously.

We would read regardless, but my kids do love doing the reading program, so it makes it that much more fun to read and they like to keep track of it.

**Do you have any other comments or suggestions related to the library reading program or summer events? Examples:**

When my son was younger, the summer reading program was one of the big reasons he got excited about books – and people told me not to even bother since he was an active boy. The summer reading program offered a great opportunity for us and timely support, too.

Great program. Encourages continuation of summer reading. They work hard to get the rewards!

Thanks so much! We work with her and she loves reading, but she is sooo excited about the summer reading program, as well as your regular storytimes.

Great incentive for kids to read over the summer. We read a lot anyway, but good for kids that do not.

My child's teacher could not get him to read 20 minutes each day. These incentives helped greatly! Please continue this program! Awesome!

Your prizes and program are not only fun, they are wonderful for an extremely tight stay at home mom budget! Thanks!

I would love to see this program continue for many, many years. It is such a benefit to both the library and the kids who participate. We try to talk about it often, to encourage new people to join. I hope to be doing this with my grandkids.

This is a great way for kids who love to read to see there are rewards since they don't understand quite yet how important it is...especially when they are so young.

It is due to this program that he has truly started liking books. Thank you!

My kids love tracking their reading and enjoy the prizes – especially the Fair! Thank you for a great program.

The summer events and storytimes are great. I feel so blessed that we have this resource in Brown County and will gladly spend tax dollars on it in the future.

I got to go on lots of adventures through books.  
It makes it more fun to read.



## NEW Zoo Operations Report: September 2013

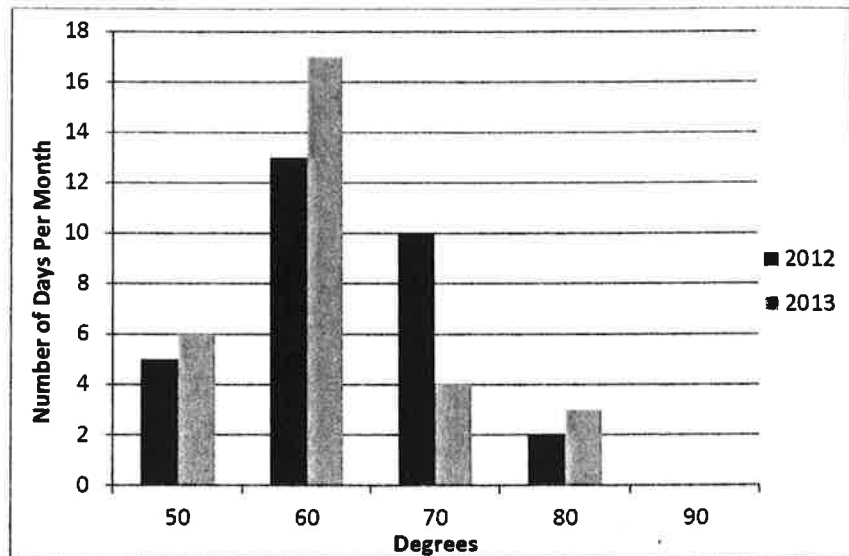
### **Noteworthy:**

**Average Temperature** recorded at the zoo in September 2013 = 66°F

6 days in the 50's, 17 in the 60's, and 4 days in the 70's and 3 days in the 80's

**Average Temperature** recorded at the zoo in September 2012 = 67°F

5 days in the 50's, 13 days in the 60's, and 10 days in the 70's and 2 days in the 80's



Lowest temperature for period in 2012: 53°F.      Highest Temp: 80°F

Lowest temperature for period in 2013: 50°F.      Highest Temp: 82°F

### **September**

- Senior Citizen Day on September 4<sup>th</sup> drew 431 seniors. This is more than double than in 2012. They were treated to free admission, free cookies and free coffee.
- On September 6<sup>th</sup>, a school group of 70 children enjoyed lunch in the Mayan Restaurant.
- Three birthdays were held in the Safari Club Room.
- 18,024 guests visited the NEW Zoo, surpassing the 2012 attendance figures.
- Mayan Sales were down slightly compared to 2013 sales.
- Gift shop and Zoo Pass sales surpassed 2012 September figures.
- North Shore Bank was secured as the main sponsor for Zoo Boo 2013.
- Decoration of the NEW Zoo for the upcoming Zoo Boo has started. Volunteer groups are assisting with the large area – to include the woods for the “Haunted Hayride”!

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Day	Date	Gift Shop	Concessions	Admissions	Vending	Zoo Pass	Adopt/zoom	Donation	Cons. Fund	Misc	Special Event	Gift Certificate	Attend.	Temp/W
Sun	1	1,077.47	1,648.73	5,340.00	1,817.64	118.00	12.00	-	-	11.37	11.37	-	1229	2
Mon	2	1,429.67	2,513.93	8,056.00	1,032.61	684.00	-	-	5.00	11.37	11.37	-	2076	2
Tue	3	372.16	400.95	1,114.00	270.33	-	-	-	-	3.79	3.79	-	360	1
Wed	4	395.65	910.68	1,338.00	379.86	591.00	-	-	10.00	13.27	13.27	-	773	1
Thu	5	259.32	395.29	1,186.00	423.08	-	75.00	-	-	5.69	5.69	-	291	1
Fri	6	642.24	744.16	3,784.00	311.22	251.00	-	-	-	5.69	5.69	-	879	1
Sat	7	1,142.52	1,828.90	4,526.00	754.03	246.00	30.00	-	-	20.85	20.85	-	1086	1
Sun	8	1,307.31	1,326.78	4,532.00	994.03	276.00	20.00	-	-	1.90	1.90	-	1137	1
Mon	9	313.12	314.18	823.00	762.09	379.00	40.00	-	-	5.69	5.69	-	220	1
Tue	10	137.81	208.60	664.00	73.93	-	-	-	-	3.79	3.79	-	184	1
Wed	11	175.43	392.33	1,340.00	77.73	438.00	84.00	-	-	1.90	1.90	-	376	1
Thu	12	331.89	298.31	1,028.00	163.03	187.00	-	-	-	5.69	5.69	-	301	1
Fri	13	613.40	483.70	1,342.00	212.99	182.00	-	-	-	5.69	5.69	-	385	1
Sat	14	1,482.48	2,169.60	5,866.00	1,069.10	241.00	50.00	-	10.00	11.37	11.37	-	1509	2
Sun	15	187.21	195.74	638.00	89.10	-	-	-	-	3.79	3.79	-	155	3
Mon	16	210.85	317.09	724.00	122.75	192.00	-	-	-	1.90	1.90	-	223	1
Tue	17	333.29	235.30	754.00	2,202.75	738.00	50.00	-	-	1.90	1.90	30.00	243	1
Wed	18	86.09	154.42	400.00	63.51	546.00	20.00	-	-	1.90	1.90	-	111	2
Thu	19	248.49	327.63	546.00	100.66	-	-	-	-	1.90	1.90	-	161	2
Fri	20	466.42	515.57	1,204.00	200.00	64.00	24.00	-	-	3.79	3.79	-	321	1
Sat	21	1,280.92	1,087.01	3,982.00	489.81	-	8.00	-	10.00	9.48	9.48	-	963	1
Sun	22	727.75	740.65	2,416.00	357.02	123.00	6.00	-	5.00	1.90	1.90	-	577	1
Mon	23	132.90	315.25	782.00	128.53	128.00	365.00	-	-	5.69	5.69	-	238	1
Tue	24	323.20	421.02	2,004.00	178.78	59.00	38.00	-	-	3.79	3.79	-	527	1
Wed	25	240.22	454.10	1,148.00	172.77	443.00	-	-	5.00	3.79	3.79	-	351	1
Thu	26	146.37	240.84	802.00	161.90	64.00	-	-	-	3.79	3.79	-	262	1
Fri	27	386.84	628.98	1,806.00	775.31	192.00	-	-	-	3.79	3.79	-	726	1
Sat	28	1,378.38	1,525.50	4,500.00	645.46	128.00	10.00	-	-	51.18	51.18	-	1094	1
Sun	29	1,000.32	1,313.00	4,206.00	530.10	192.00	10.00	-	-	13.27	13.27	-	1047	1
Mon	30	304.60	221.38	723.00	149.76	64.00	-	-	5.00	1.90	1.90	-	219	1
	31	-	-	-	-	-	-	-	-	-	-	-	0	0
Total		\$ 16,987.95	\$ 22,329.62	\$ 67,574.00	\$ 14,709.88	\$ 6,526.00	\$ 842.00	\$ -	\$ 50.00	\$ 221.82	\$ 221.82	\$ 30.00	18,024	

Weather Kl 1 = Sunny 2 = Overcast 3 = Rain 4 = Snow

Total Attendance **18024**

Volunteers

**NEW ZOO  
GIFT SHOP, MAYAN  
ZOO PASS REVENUE  
2013 REPORT  
2011, 2012, 2013**

					2011	2012	2013
<b>Paws &amp; Claws</b>					PER	PER	PER
<b>Gift Shop</b>	2011	2012	2013	(-)/(+)	CAP	CAP	CAP
January	\$ 850.64	\$ 1,039.73	\$ 1,055.77	\$ 16.04	\$1.44	\$0.70	1.06
February	\$ 1,813.73	\$ 2,590.76	\$ 1,251.19	\$ (1,339.57)	\$1.46	\$0.96	1.45
March	\$ 4,436.34	\$ 17,393.87	\$ 6,410.95	\$ (10,982.92)	\$1.08	\$1.05	1.07
April	\$ 12,644.60	\$ 25,425.46	\$ 13,203.95	\$ (12,221.51)	\$0.75	\$0.94	1.26
May	\$ 36,626.74	\$ 40,899.61	\$ 39,997.32	\$ (902.29)	\$1.05	\$1.10	1.08
June	\$ 44,855.32	\$ 42,680.43	\$ 47,174.03	\$ 4,493.60	\$1.04	\$1.11	1.08
July	\$ 46,882.07	\$ 42,478.70	\$ 45,434.44	\$ 2,955.74	\$1.17	\$1.34	1.19
August	\$ 50,252.33	\$ 40,950.79	\$ 44,070.13	\$ 3,119.34	\$1.03	\$1.04	1.06
September	\$ 15,149.13	\$ 16,563.22	\$ 16,987.95	\$ 424.73	\$0.97	\$0.92	0.94
October	\$ 18,782.65	\$ 11,876.10	\$ -		\$0.60	\$0.46	
November	\$ 3,733.23	\$ 2,394.31	\$ -		\$1.39	\$0.92	
December	\$ 3,659.67	\$ 2,434.19	\$ -		\$1.88	\$1.96	
<b>TOTAL</b>	<b>\$ 239,686.45</b>	<b>\$ 246,727.17</b>	<b>\$ 215,585.73</b>	<b>\$ (14,436.84)</b>	<b>\$ 1.15</b>	<b>\$ 1.04</b>	<b>\$ 1.13</b>

					2011	2012	2013
<b>Mayan</b>					PER	PER	PER
<b>Taste of Tropic</b>	2011	2012	2013	(-)/(+)	CAP	CAP	CAP
January	\$ 974.96	\$ 1,739.60	\$ 1,437.87	\$ (301.73)	\$1.65	\$1.18	\$1.44
February	\$ 1,677.23	\$ 2,909.96	\$ 1,376.70	\$ (1,533.26)	\$1.35	\$1.08	\$1.60
March	\$ 4,831.74	\$ 19,988.69	\$ 4,238.14	\$ (15,750.55)	\$1.18	\$1.21	\$0.71
April	\$ 13,908.56	\$ 31,085.05	\$ 12,214.97	\$ (18,870.08)	\$0.83	\$1.15	\$1.16
May	\$ 33,326.69	\$ 40,333.93	\$ 38,989.01	\$ (1,344.92)	\$0.96	\$1.08	\$1.05
June	\$ 47,807.81	\$ 47,150.95	\$ 51,184.40	\$ 4,033.45	\$1.10	\$1.23	\$1.17
July	\$ 52,190.85	\$ 51,853.30	\$ 48,408.14	\$ (3,445.16)	\$1.30	\$1.63	\$1.27
August	\$ 57,760.72	\$ 52,829.77	\$ 54,204.81	\$ 1,375.04	\$1.18	\$1.34	\$1.31
September	\$ 19,539.45	\$ 28,950.70	\$ 22,329.62	\$ (6,621.08)	\$1.25	\$1.62	\$1.24
October	\$ 25,618.50	\$ 16,577.99	\$ -		\$0.82	\$0.64	
November	\$ 2,972.94	\$ 2,776.76	\$ -		\$1.10	\$1.07	
December	\$ 2,594.06	\$ 1,697.51	\$ -		\$1.33	\$1.36	
<b>TOTAL</b>	<b>\$ 263,203.51</b>	<b>\$ 297,894.21</b>	<b>\$ 234,383.66</b>	<b>\$ (42,458.29)</b>	<b>\$1.17</b>	<b>\$ 1.21</b>	<b>\$1.22</b>

<b>ZOO PASS</b>							
<b>MONTH</b>	2011	2012	2013	(-)/(+)			
January	\$ 1,385.00	\$ 1,872.00	\$ 2,538.00	\$ 666.00			
February	\$ 2,485.00	\$ 2,878.00	\$ 2,431.00	\$ (447.00)			
March	\$ 8,042.00	\$ 20,763.00	\$ 11,066.00	\$ (9,697.00)			
April	\$ 21,614.00	\$ 20,150.00	\$ 19,401.00	\$ (749.00)			
May	\$ 24,232.00	\$ 14,759.00	\$ 25,115.00	\$ 10,356.00			
June	\$ 20,412.00	\$ 16,591.00	\$ 20,309.00	\$ 3,718.00			
July	\$ 12,127.00	\$ 12,066.00	\$ 13,361.00	\$ 1,295.00			
August	\$ 10,538.00	\$ 10,579.00	\$ 8,702.00	\$ (1,877.00)			
September	\$ 5,341.00	\$ 6,022.00	\$ 6,526.00	\$ 504.00			
October	\$ 5,036.00	\$ 2,390.00	\$ -				
November	\$ 5,802.00	\$ 5,102.00	\$ -				
December	\$ 10,079.00	\$ 10,336.00	\$ -				
<b>TOTAL</b>	<b>\$ 127,093.00</b>	<b>\$ 123,508.00</b>	<b>\$ 109,449.00</b>	<b>\$ 3,769.00</b>			

**NEW ZOO**  
**ADMISSIONS REVENUE ATTENDANCE**  
**2013 REPORT**  
**2011, 2012, 2013**

**ATTENDANCE**

MONTH	2011	2012	2013
January	592	1,478	999
February	1,240	2,705	861
March	4,112	16,576	5,989
April	16,835	27,117	10,499
May	34,741	37,257	37,075
June	43,321	38,457	43,835
July	40,042	31,800	38,029
August	48,792	39,342	41,427
September	15,637	17,907	18,024
October	31,148	25,959	0
November	2,693	2,604	0
December	1,949	1,245	0
<b>TOTAL</b>	<b>241,102</b>	<b>242,447</b>	<b>196,738</b>

**ADMISSION & DONATIONS**

	2011		2012		2013				2011		2012		2013		
	ADMISSIONS	DONATION	ADMISSIONS	DONATION	ADMISSIONS	DONATION			(-)/(+)	PER	CAP	PER	CAP	PER	CAP
		BIN		BIN		BIN									
MONTH															
January	1,239.00	389.55	2,544.25	499.00	1,520.87	53.76	(1023.38)	\$2.09	\$1.72	\$1.72	\$1.52				
February	2,506.00	429.78	4,438.00	227.35	1,517.10	-	(2920.90)	\$2.02	\$1.64	\$1.64	\$1.76				
March	9,465.00	83.95	57,832.00	5.00	16,111.68	89.46	(41720.32)	\$2.30	\$3.49	\$3.49	\$2.69				
April	33,618.40	-	70,708.04	1,063.92	40,458.27	106.03	(30249.77)	\$2.00	\$2.61	\$2.61	\$3.85				
May	100,768.40	515.18	139,311.23	479.48	135,610.19	259.08	(3701.04)	\$2.90	\$3.74	\$3.74	\$3.66				
June	122,512.42	526.74	155,736.01	479.34	167,307.94	847.96	11571.93	\$2.83	\$4.05	\$4.05	\$3.82				
July	123,122.83	616.58	134,766.05	912.97	155,324.26	408.00	20558.21	\$3.07	\$4.24	\$4.24	\$4.08				
August	141,956.40	547.61	160,778.75	474.79	164,161.23	680.83	3382.48	\$2.91	\$4.09	\$4.09	\$3.96				
September	50,013.28	791.07	71,549.06	1,280.76	67,574.00	-	(3975.06)	\$3.20	\$4.00	\$4.00	\$3.75				
October	36,991.97	469.46	68,375.30	1,463.47	-	-	-	\$1.19	\$2.63	\$2.63					
November	7,318.45	186.05	7,498.02	288.06	-	-	-	\$2.72	\$2.88	\$2.88					
December	4,801.73	271.41	4,052.72	25.00	-	-	-	\$2.46	\$3.26	\$3.26					
TOTAL	\$634,313.88	\$4,827.38	\$877,589.43	\$7,199.14	\$749,585.54	\$2,445.12	(48077.85)	\$2.47	\$3.19	\$3.19	\$3.23				

**NEW ZOO****Brown County**4418 REFORESTATION ROAD  
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EDUCATION &amp; VOLUNTEER PROGRAMS COORDINATOR

## NORTHEASTERN WISCONSIN ZOO EDUCATION AND VOLUNTEER PROGRAMS REPORT AUGUST 2013

**Volunteer Hours**

2013	Opportunity	2012 Hours
--	Animal Presentation	2
--	Contact Station	3.75
--	Education	--
233.25	Giraffe Stand	222.5
90	Horticulture	151
58	Husbandry	85.25
12	Mayan Restaurant	5.5
31	Office Help	30.75
--	Special Events	13.75
106.75	Special Projects	95
58	Visitor Center	42.25
--	Zoomobile	--
26	Zoo Watch	45.25
615	Total Hours	697

**Internship Hours**

13 total interns (9 from summer, plus four new ones who started in August)

**Total hours: 842 hours****versus 718.75 hours in 2012****Off-Site Programs (Zoomobiles)**

8-1 Kindercare Bellevue \$150

8-1 H-S Historical Society \$0

8-1 Kindercare Cormier Rd \$200

8-6 Kindercare Taylor St \$150

8-14 Forest Glen Elem \$150

8-15 Black Creek Library \$165

8-21 Santa Maria Nursing Home \$150

8-22 Kindercare Finger Rd \$150

**Total of \$1,115****versus \$200 in 2012****On-Site Programs**

8-4 Bday Encounter \$20

8-8 Zoo Class \$44

8-11 Bday Encounter \$26

8-14 Badge in a Day \$34

Zoo Tots Programs \$220 (accounts for 55 toddler guests, including 7-20)

**Total of \$338****versus about \$873 in 2012****Things to Note...**

- ★ Summer Interns finished on August 31<sup>st</sup>; three new Education Interns were trained the final week of August
- ★ One new intern working on digital media projects
- ★ Volunteer Orientation on August 24<sup>th</sup> saw approximately a dozen new volunteers
- ★ Zoo Tots programs held in August and on July 20<sup>th</sup>; plan to continue to offer these programs in the future
- ★ Pelican Feeding tickets sold since May account for additional \$1,236 of revenue for Education Department